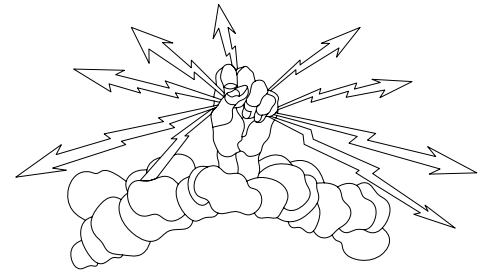


E-WERK Luckenwalde
Kraftwerk & Kunstzentrum

Digital & Programme Assistant
Job Description

August 2021



About E-WERK Luckenwalde

E-WERK Luckenwalde is a functional power station and contemporary art centre. As a functional sculpture E-WERK Luckenwalde combines art and energy under one roof into a 'Gesamtkunstwerk', supplying art-powered energy to the national grid and presenting a dynamic contemporary art programme of commissions, exhibitions, projects and events.

Rudolf-Breitscheid-Str 73, 14943 Luckenwalde
www.kunststrom.com

Digital & Programme Assistant

One day per week, flexible.

Six month fixed opportunity with the possibility of extension.

Report to: Digital & Programme Coordinator: Katherine Thomson, Artistic Director & Curator: Helen Turner, Press Officer: Nicola Jeffs

Social Media and Digital

- Daily management and administration of E-WERK social media channels (Instagram, Facebook, Twitter) - researching relevant and dynamic content for use across all channels; writing bilingual copy for posts; scheduling posts to ensure all programme items are equally represented.
- Feed into communications strategies and timelines alongside Digital & Programme Coordinator and Press Officer.
- Generate listings in local and international art guides to promote the programme of E-WERK exhibitions and events.
- Alongside the Digital & Programme Coordinator, maintain and develop the website back-end by making regular updates and monitoring activity. Ensure programme is fully visible, all information is up to date and clearly communicated in both English and German.
- Using copy from the curatorial department and DPC, proofread and format monthly newsletters using Mailchimp; manage mailing lists and ensure correct data handling.
- Supporting digital advertising campaigns with content and supporting DPC on content delivered by Art Director, Lorenz Klingebiel.
- Gather data and produce quarterly analytical reports.
- Monitor social media inboxes, responding to enquiries promptly.
- Support the DPC with general admin tasks involving systems including but not limited to Eventbrite, Kickstarter, Mailchimp.

Press

- Receive press releases from Press Officer, proofread and format, ensuring language used observes institutional style.
- Collate all media coverage of E-WERK and Performance Electrics activities and save on digital archive and share with the team accordingly.

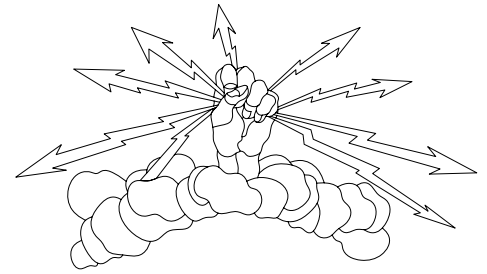
Programme

- Support the Artistic Director and Assistant Curator with day to day running of the curatorial department eg. produce PDF documents, research tasks.
- Help expand and feed into the digital programme with relevant ideas and opportunities.
- Support in various areas of the physical programme, including annual performance commissioning series POWER NIGHT and low-carbon kitchen TRAFQ.

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Programme (cont.)

- Keep abreast of exhibitions, particularly of 20th century and contemporary art both nationally and internationally. Conduct art critical and art historical research on artists and exhibitions by attending exhibitions, fairs, biennales and festivals.
- Assist with on and offsite E-WERK events in a flexible capacity.

E-commerce

- Alongside the Digital & Programme Coordinator, work to encourage sales on the E-WERK Shopify platform, making regular updates to social media to promote available merchandise.
- Update the Shopify backend when new merchandise becomes available.
- Manage the shop@kunststrom.com email inbox and respond to any customer enquiries promptly.
- Monitor online sales and distribute orders promptly.

Skills

- One year+ experience of working with social media platforms and Adobe software (Photoshop, Indesign, Premiere)
- Working knowledge of programmes including Mailchimp, Hootsuite, Shopify, Eventbrite or similar.
- Understanding of CMS systems

Person specification

- Fluency in English and German, written and spoken.
- Flexibility to work both remotely and on site at Rudolf-Breitscheid-Str 73, 14943 Luckenwalde
- At least 1 year previous experience in visual arts and digital communications
- Ability to work in a small team across multiple departments and projects
- Good attitude, flexible and adaptive, creative problem solver.

Please submit a 300 word cover letter and your CV to info@kunststrom.com with the subject line 'DPA Application' by 17 August 2021.